| 1 | 2 | 3 |
|---|---|---|
| 48. | Pas International | 57 |
| 49. | Pinky Advertising | 91 |
| 50. | Plus Channel | 1012 |
| 51. | PrimeTime Media | 20 |
| 52. | Radha Publicity | 16 |
| 53. | Sagar Enterprises | 590 |
| 54. | Samvaad | 49 |
| 55. | Shree Madhav | 1156 |
| 56. | Star Gazer | 13 |
| 57. | Tracer Advertising | 33 |
| 58. | TranslinkTelevision | 24 |
| 59. | Trition Comm. | 31 |
| 60. | Universal | 73 |
| 61. | Uranus | 46 |
| 62. | Vigyapan | 3 |
| 63. | W.D. Consumer | 8 |
| 64. | World Media | 132 |
| 65. | Worldcom M/M | 58 |
| | TOTAL: | 16928 |

**Popularisation of DD**

†2003. DR. ABRAR AHMED: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the steps Government are taking to popularise Doordarshan and develop competition with private channels; and

(b) whether Government would consider to increase the number of news bulletins on Doordarshan and also telecast news at every hour like news telecast by Star News and AajTak?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Prasar Bharati which is an

†Original notice of the question was received in Hindi.

autonomous Corporation has informed that Doordarshan has been improving its programming structure and policies to match the competition while discharging its mandate as a Public Service Broadcaster. Various steps like appointment of expert Advisory Committees, revised guidelines for bringing transparency and objectivity in programming, improvement in transmission quality and awards for excellence, have been taken to enhance the quality and content of Doordarshan programmes.

(b) Prasar Bharati has informed that news bulletins have already been introduced round the clock and the news headlines are carried every hour. All the news bulletins and news headlines are telecast live.

**Encouraging nudity, obscenity and violence on Cinema and TV**

†2004. SHRI JHUMUK LAL BHENDIA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that major media of publicity like cinema and television, have been encouraging nudity, obscenity and violence as a result of which children and youth are being spoiled; and

(b) if so, the steps taken to strictly control/restrict obscenity being shown through foreign films, channels, advertisements and other media?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATISUSHMA SWARAJ): (a) and (b) Prasar Bharati has Programme and Advertising Codes which *inter-alia,* prohibit telecast/broadcast of any programme or advertisement, which.contains anything obscene. Doordarshan and All India Radio abide by the codes while telecasting/ broadcasting their programmes.

The programmes of all Satellite Channels, when transmitted through cable television networks in the country, are required to adhere to the programmes and advertising codes prescribed under the CableTelevision Networks (Regulation) Act, 1995 and Rules framed thereunder. The Programme Code prohibits carriage of such programmes in Cable Service, which offend good taste or decency, contain anything obscene and are not suitable for unrestricted public exhibition. Programmes meant for children are prohibited from carrying explicit scenes of violence.

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†Original notice of the question was received in Hindi.